



AA KENYA

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AA KENYA DATA PRIVACY STATEMENT

AA Kenya PLC (including direct and indirect subsidiaries) respects your privacy and is committed to protecting your personal data. This data privacy statement (and any other documents referred to on it) describes how AA Kenya PLC protects the personal data it processes, why and how we collect and use your personal data and how you can exercise your rights in relation to the processing of your personal data. This privacy statement should be read together with the Terms and Conditions of Use for other AA Kenya products and services. Where there is a conflict, this privacy statement will prevail.

1. DEFINITIONS AND INTERPRETATION

- **“AA Kenya,” “We,” “our,” “ours,” and “us,”** means AA Kenya PLC and includes its successors in title and assigns, its affiliates and/or its subsidiaries as may from time to time be specified by the company to you.
- **“Personal data” or “personal information”** means: Information about you or information that identifies you as a unique individual, such as your name/s and surname combined with your physical address, contact details and/or passport/identity number.
- **“Processing”** collectively means handling, collecting, using, altering, merging, linking, organizing, disseminating, storing, protecting, retrieving, disclosing, erasing, archiving, destroying, or disposing of your personal information.
- **“Sensitive personal information”** includes data revealing your race, health status, ethnic social origin, conscience, belief, genetic data, biometric data, property details, marital status, family details including details of your children, parents, spouse or spouses, sex or sexual orientation.
- **“You”** means:
 - Customer – (which includes personal representatives and assigns) operating an Account held with us and includes (where appropriate) any person you authorize to give us instructions, the person who uses any of our products and services or accesses our websites and applications. “Customer” shall include both the masculine and the feminine gender as well as juristic person.
 - Any agent, dealer and/or merchants who has signed an agreement with us and is recognized as a merchant or agent in accordance with any applicable laws or Regulations.
 - Any visitor that is a person (including contractors/subcontractors or any third parties) who gains access to any AA Kenya premises.
 - Any supplier/ service provider who has been contracted by AA KENYA.
 - Any external lawyer who has tendered his/her application and/or signed a service level agreement with AA KENYA.

The word “includes” means that what follows is not necessarily exhaustive and therefore the examples given are not the only things/situations included in the meaning or explanation of that text.

2. Collection of Personal Data

AA KENYA will only collect personal data about you insofar as is necessary to achieve the purposes set out in this privacy statement. We collect your personal information with your knowledge and consent

with exception to cases where prior consent cannot be obtained for real reasons and the processing of the data is permitted by law.

Personal information may be given to or collected by AA KENYA in writing as part of a written application form, electronically (email), telephonically, online (<https://aakenya.co.ke/>) or via any of our service mobile applications and websites.

AA KENYA will collect your personal information when you do any of the following:

1. Make an application, buy or use any of our product and/or service or from third parties on our electronic and digital platforms.
2. Use any of our product and/or service online, on a mobile or other device or in any of our branches or with any of our agents or merchants.
3. Ask AA KENYA for more information about a product or service or contact AA KENYA with a query or a complaint;
4. When you visit, access any of AA KENYA buildings/ premises;
5. Where you've been identified as a next of kin by our customer or employee;
6. Where you have applied for employment at AA KENYA;
7. Attend an event sponsored by AA KENYA;
8. Make an application to AA KENYA or interact with us a supplier, agent or dealer;
9. Visit, access or use any of our online platforms/websites;
10. Subscribe to any of our online services, Short Message Service (SMS), email or social media platforms;
11. Respond to or participate in a survey, marketing promotion, prize competition or special offer;

These examples are non-exhaustive, which is reflective of the varied nature of the personal information we may collect.

What Information is collected?

From individuals who are our customers and prospective customers, or are representatives of customers and prospective customers, we may collect personal information that includes but is not limited to the following:

- Your identity information, including your title, name, photograph, marital Status, nationality, occupation, residence, address, location, phone number, identity document type and number, date of birth, age, gender, and your email.
- Your signature specimen.
- Your payment transaction details when you make payments to us depending on the mode of payment used (M-Pesa paybill, PDQ, EFT, cheques) including but not limited to: Name, phone number, banking information, and the payment reference code
- Your preferences for particular products and services, based on information provided by you or from your use of our network or third-party products and services.
- Next of kin details/ family details which include name, phone number, address and relation status (parent, sibling, spouse, child etc.,)
- Your contact with us, such as when you: call us or interact with us through social media, email (we may record your conversations, social media or other interactions with us)
- When you use AA KENYA WIFI for guest and visitors, we collect email IDs and will provide user name and password. We record the device address and also log traffic information in the form of sites visited, duration and date sent/received.

- Information you provide to us for the purposes of attending AA meetings and events.
- When you visit our website, we collect your ID-type information: cookie ID, mobile ID, IP address which is used for real-time processing in order to generate a visitor ID.
- We may use your medical information to manage our services and products to you e.g. when you use our services designed for persons with disabilities such as our braille watch for the visually impaired.
- We use Closed Circuit Television (CCTV) surveillance recordings. CCTV Devices are installed at strategic locations to provide a safe and secure environment in all our branches, AA KENYA premises as a part of our commitment to security and crime prevention.
- We maintain a register of visitors in which we collect and keep your personal data such as names, company/institution details, telephone number, vehicle registration details, and national ID number. This information is collected for safety and security purposes.
- We collect and retain your personal data (name, telephone number, and vehicle registration details) when you request for a parking space in any of our AA KENYA premises. We use the data you provide to ensure effective car park management, health and safety compliance, for security purposes and inventory management.
- We collect your personal information when you visit us for purposes of accident and incident reporting. AA KENYA will collect personal data from the injured party or person suffering from ill health, such as, Name, Address, Age, next of kin, details of the incident to include any relevant medical history. The data is collected as AA KENYA has a legal duty to document workplace incidents/accidents and to report certain types of accidents, injuries and dangerous occurrences arising out of its work activity to the relevant enforcing authority. Incidents and accidents will be investigated to establish what lessons can be learned to prevent such incidents/accidents reoccurring including introduction of additional safeguards, procedures, information instruction and training, or any combination of these. Monitoring is undertaken but on an anonymized basis. The information is also retained in the event of any claims for damages.
- We may collect details of a minor which include name, date of birth, relationship with the applicant and any other information relevant for the provision of our products and services. We will only process such data where parental or legal guardian consent has been given. We will also ensure that the processing of such data will be done in a manner that protects and advances the rights and best interests of the child (*Processing of personal data relating to a child*).

Related Legal Entities

Corporate entities and clients form part of our client base. These legal entities are not data subjects (i.e., natural persons to whom personal information relates). However, as part of our engagement with these clients, we may receive personal information about individuals which may include but is not limited to:

1. full names.
2. National identity card number or passport number;
3. date of birth
4. postal and business address.
5. residential address, telephone number and email address.

These examples are non-exhaustive, which is reflective of the varied nature of the personal information.

Mailing lists

We also collect information to enable us improve the customers experience and market our products and/or services, which may be of interest to you. For this purpose, we collect:

- Name and contact details.
- Products and/or services that interest you.
- Additional information may be collected, such as events you attend and if you provide it to us.

3. Use of Personal Data

This privacy statement aims to give you complete and transparent information on how AA KENYA processes your personal data. We are committed to ensure that your personal information is processed in a way that is compatible with the specified, explicit, and legitimate purpose of collection.

Where personal data relates to a child, we will process the personal data only where parental or legal guardian consent has been given. The processing of such data will be done in a manner that protects and advances the rights and best interests of the child.

We may use personal data provided to us for any of the following purposes but are not limited to:

- Creating a record of you on our system to verify your identity, provide you with the products and/or services you have applied for from us or from third parties on our ecommerce platforms.
- Communicate with and keep you informed about the products and/or services you have applied for.
- To perform our obligations under a contractual arrangement with you.
- To understand how you use our products and services for purposes of developing or improving products and services.
- Keeping you informed generally about new products and services and contacting you with offers or promotions based on how you use our or third-party products and services unless you opt out of receiving such marketing messages (you may contact AA KENYA at any time to opt out of receiving marketing messages).
- Responding to any of your queries or concerns, we may record or monitor telephone calls between us so that we can check instructions and make sure that we are meeting our service standards.
- Where you have applied for employment at AA KENYA, we perform applicant screening and background checks.
- Where you are an AA KENYA employee (including contractors), we create an employment record of you on our system to facilitate continuous monitoring during your employment with us.
- Where you are a supplier to AA KENYA, we process your personal information for due diligence, risk assessment, administrative and payment purposes.
- Where you attend an event sponsored by AA KENYA, we will be taking photos or videos of the event. These images or videos will be used by us to share news about the event, and may be used in press releases, printed publicly, and published on our website.
- Verifying your identity information through publicly available and/or restricted government databases to comply with applicable Know Your Customer (KYC) requirements.
- Provide aggregated data (which do not contain any information which may identify you as an individual) to third parties for research and scientific purpose.
- In business practices including to quality control, training and ensuring effective systems operations.
- Administer any of our online platforms/websites.
- To comply with any legal, governmental, or regulatory requirement or for use by our lawyers in connection with any legal proceedings.

- For purposes relating to the assignment, sale, or transfer of any of our businesses, legal entities or assets, in whole or in part, as part of corporate transactions.
- For security purposes when accessing any of AA KENYA buildings/premises; and

4. Sensitive (Special Categories) Data

We may collect Special Categories of Personal Data about you (this includes details about your race, health status, ethnic social origin, biometric data, property details, marital status, family details including details of your children, parents, spouse or spouses, sex or sexual orientation and biometric data). We will rely on any of the legal basis provided in clause 6 below for such collection.

5. Processing of personal data relating to a child

We may collect details of a minor which include name, date of birth, relationship with the applicant and any other information relevant for the provision of our products and services. We will only process such data where parental or legal guardian consent has been given. We will also ensure that the processing of such data will be done in a manner that protects and advances the rights and best interests of the child

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6. Transfer of Personal Data

AA KENYA may transfer your personal information for the purpose of effecting/implementing, administering, and securing any product or service that you have applied for or for other purpose set out in this privacy statement. We also share data with AA KENYA-controlled affiliates and subsidiaries; with vendors working on our behalf; when required by law or to respond to legal process; to protect our customers; to protect lives; to maintain the security of our products; to comply with regulatory requirements and to protect the rights and property of AA KENYA and its customers.

We may transfer or disclose the personal data we collect to regulatory, fiscal or supervisory authority, third party contractors, subcontractors, and/or their subsidiaries and affiliates who provide support to AA KENYA in providing its services. The third-party providers may use their own third-party subcontractors that have access to personal data (sub-processors). It is our policy to use only third-party providers that are bound to maintain appropriate levels of security and confidentiality, to process personal information only as instructed by AA KENYA, and to flow those same obligations down to their sub-processors.

- **Cross-border transfers/ International Data Transfers**

From time to time we may need to transfer your personal information outside the country where you are located. This includes countries that do not have laws that provide specific protection to your personal data.

When transferring personal data outside of Kenya, AA Kenya ensures adequate protection by relying on legal mechanisms such as Standard Contractual Clauses (SCCs), adequacy decisions, or explicit consent from the data subject. Where we send your information outside the country, we will make sure that there is proof of adequate data protection safeguards in the recipient country or consent from you on transfer of your personal information.

- **Other Disclosures**

We also may disclose your personal information where required by law, to enforce other agreements, or to protect the rights, property, or safety of our business, our clients, customers, employees, or others.

AA KENYA may disclose, respond, advise, exchange and communicate personal data and/or information in the company's possession relating to you outside AA KENYA whether such personal data and/or information is obtained after you cease to be the company's customer or during the continuance of the company-customer relationship or before such relationship was in contemplation, provided that such personal information is treated in confidence by the recipient:

- for fraud prevention, detection and investigation purposes.
- to the company's external lawyers, auditors, valuers, survey agencies, and sub-contractors, software developers or other persons acting as agents of AA KENYA.
- to any person who may assume the company's rights within the confines of the law.
- providing income tax-related information to tax authorities.
- to any regulatory, fiscal or supervisory authority, any local or international law enforcement agencies, governmental agencies so as to assist in the prevention, detection, investigation or prosecution of criminal activities, courts or arbitration tribunal where demand for any personal data and/or information is within the law.
- to the company's subsidiaries, affiliates and their branches and offices (together and individually).
- where the company has a right or duty to disclose or is permitted or compelled to do so by law.
- for purposes of exercising any power, remedy, right, authority or discretion relevant to an existing contract with the company and following the occurrence of an Event of Default, to any other person or third party as well.

6. Legal basis for the processing of personal data

AA KENYA will process your personal information as permitted by the applicable Data Protection Law and its internal policies:

- For the performance of a product/service contract which you are party to;
- Where processing is necessary for the purposes of legitimate business interests pursued by AA KENYA or by a third party within the confines of the law;
- For the establishment, exercise or defense of a legal claim;
- Compliance with a mandatory legal obligation to which it is subject to;
- With your consent;
- Public interest;
- To protect your vital interest or the vital interests of any person.

7. Direct Marketing

From time to time, we may also use your personal information to contact you for market research or to provide you with information about other services we think would be of interest to you. You may be required to opt-in or give any other form of explicit consent before receiving marketing messages from us. We respect your right to control your personal data depending on which of our products you use. Therefore, at a minimum, we will always give you the opportunity to opt-out of receiving such direct marketing or market research communications. You may exercise this right to opt-out at any time.

8. Retention of Personal Data

AA KENYA will retain your personal data only for as long as is necessary to achieve the purpose for which they were collected. We may retain your personal data and/or information for a period of up to seven (7) years or as may be required by law and maintains specific records management and retention policies and procedures, so that personal data are deleted after a reasonable time according to the following retention criteria:

- Where we have an ongoing relationship with you.
- To comply with a legal obligation to which it is subject.
- Where retention is advisable to safeguard or improve the company's legal position.

9. Rights of Data Subjects (Your rights)

Data subjects have the right to request portability of their personal data, object to processing based on legitimate interests or for direct marketing purposes, and not be subject to automated decision-making, including profiling, which produces legal effects concerning them or similarly significantly affects them.

You have the right (in the circumstances and under the conditions, and subject to the exceptions, set out in applicable law to:

1. Be informed that we are collecting personal data about you;
2. Request access to your personal information that we have on record. This right entitles you to know whether AA KENYA holds personal data of you and, if so, obtain information on and a copy of those personal data.
3. Request AA KENYA to rectify any of your personal data that is incorrect or incomplete.
4. Object to and withdraw your consent to processing of your personal data. This right entitles you to request that AA KENYA no longer processes your personal data. The withdrawal of your consent shall not affect the lawfulness of processing based on prior consent before its withdrawal. We may also continue to process your personal information if we have a legitimate or legal reason to do so.
5. Request the erasure of your personal data. This right entitles you to request the erasure of your personal data, including where such personal data would no longer be necessary to achieve the purposes.
6. Request the restriction of the processing of your personal data: This right entitles you to request that AA KENYA only processes your personal data in limited circumstances, including with your consent.
7. Request portability of your personal data. This right entitles you to receive a copy (in a structured, commonly used, and machine-readable format) of personal data that you have provided to AA KENYA, or request AA KENYA to transmit such personal data to another data controller in an electronic format.

10. The Use of Cookies

We may store some information (using "cookies") on your computer when you visit our websites. This enables us to recognize you during subsequent visits. The type of information gathered is non-personal (such as: the Internet Protocol (IP) address of your computer, the date and time of your visit, which pages you browsed and whether the pages have been delivered successfully. We use cookies for storing and honoring your preferences and settings, enabling you to sign in, providing interest-based advertising, combating fraud, analyzing how our products perform, and fulfilling other legitimate purposes.

We may also use this data in aggregate form to develop customized services - tailored to your individual interests and needs. Should you choose to do so, it is possible (depending on the browser you are using), to be prompted before accepting any cookies, or to prevent your browser from accepting any cookies at all. This will however cause certain features of the web site not to be accessible.

11. Data Security Measures

AA Kenya employs robust technical and organizational security measures to protect personal data from unauthorized access, alteration, disclosure, or destruction. These measures include, but are not limited to, encryption, access controls, secure data storage solutions, and regular security assessments.

12. Data Breach Notification

In the event of a personal data breach, AA Kenya will promptly notify the relevant supervisory authority and, where applicable, the affected data subjects, in accordance with the requirements of the Data

Protection Act. The notification will include details of the breach, its potential impact, and measures taken or proposed to be taken to address the breach.

13. Data Protection Officer (DPO)

AA Kenya has appointed a Data Protection Officer (DPO) responsible for overseeing data protection strategy and implementation to ensure compliance with data protection laws. Data subjects can contact the DPO for all matters related to personal data processing and their rights under the Data Protection Act.

Please contact our Data Protection Officer if you:

- (i) have any questions or concerns about how AA KENYA processes your personal data or
- (ii) want to exercise any of your rights in relation to your personal data

Contact details of the DPO are as follows:

0709933100 or 0709933790 or by writing to us on email: aakenyadataprotection@aakenya.co.ke

14. Regular Review and Audit (Amendments to this Statement)

AA Kenya regularly reviews and audits its data protection practices to ensure ongoing compliance with the Data Protection Act and other relevant data protection laws. This includes periodic assessments of data processing activities and security measures.

AA KENYA reserves the right to amend or modify this privacy statement from time to time and your continued use of our products and services constitutes your agreement to be bound by the terms of any such amendment or variation. You can access the most current version of the privacy statement from <https://aakenya.co.ke/> and Any amendment or modification to this statement will take effect from the date of notification on the AA KENYA website.

